

Draft 02

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# GIFTS OF SAUDI ARABIA

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Ideas for gifts inspired by the Saudi story



CULTURE ILLUSTRATED

# Gifts *of* Saudi

Saudi Arabia is embarking on a transformational journey to by tapping into all of its hidden resources to realize its potential. This transformation could be felt in the Saudis' growing sense of pride in their rich heritage alongside the optimistic ambitious spirit of the future. As Saudi is opening up, extending its hand to the world and inviting them to come and explore the hidden gems and truly understand the culture.

One of the best ways to show the culture and values is through gifts, which represent the core value of the Saudi culture, generosity. A gift can break barriers, communicate ideas, tell a story, and invite people to search and know more about Saudi culture.

Here we present "*Gifts with Saudi Stories*".



One of the gates of Riyadh  
1932

# Historical Timeline of Saudi Arabia

Pre-Islamic Era

Islam

1st Saudi State



3000 B.C

Ancient Art



800 B.C

Stories of pre-islamic Arabs  
Poets, warriors and lovers



550 A.D

Raise of Islam



610 A.D

Manne AlMurede arrival  
The grandfather of the ruling family



1463 A.D

Arriving in wadi hanif, the life source of the region. Manea AlMuridi represent a new chapter in the history of Arabia

Mohammad Bin Saud  
The Founder of the 1st Saudi state



1727 A.D

Ancient Civilizations



300 B.C

Tracing old civilizations gives a deep layer to the region, being a hub for trade and culture

Ancient Geography



3000 B.C

Stories of Arabia  
New chapter of arabia under Islam



850 A.D

Building of Dirryah



1818 A.D

The history of Saudi Arabia goes back more than 8000 years ago with various events, civilizations, and cultures walking through its wide land. By mapping out the timeline, we get inspiration from all eras of the past but also from its vision in shaping the future.

2nd Saudi State

3rd Saudi State

Futur of Saudi



**Retaking Riyadh**



1902

**The Vision**  
Launching the vision



2016

The launch of vision 2030 marks the beginning of the transformational journey of Saudi Arabia

**Giga Projects**



2030

The best way to predict the future is to create it

**Founding Riyadh**



1818

**Building the Kingdom**



1970

**Unification of the Kingdom**



1932

**Reshaping the future**



**The Future**

# Gifting Strategy

Getting inspired by the stories of different eras, we thought of three lines to show the culture: architecture, history, and nature. Each line will show a different side of the culture and could appeal to different people. What the three lines have in common is trying to show the beauty of each side.

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In the next pages, we will present several ideas for gifts. Some of them are already designed and manufactured while some are still being developed as clarified below.

- Developed Product: Already manufactured, packaged and tested
- ▲ Developed Concept: Currently being developed
- Similar Samples: Mood boards for Concepts that could be developed

1st Line



**BEAUTIFUL ARCHITECTURE**  
OF SAUDI ARABIA

This line focuses on the physical manifestation of culture through architecture. We illustrate the story behind several of the most iconic architecture in Saudi Arabia and how it influenced the culture.

2nd Line



**BEAUTIFUL HISTORY**  
OF SAUDI ARABIA

This line tells the story of the people who inhabited this land all through history. Showing their diversity and similarities.

3rd Line



**BEAUTIFUL NATURE**  
OF SAUDI ARABIA

This line shows the beauty of Saudi through its natural landscape, diverse geography, wildlife and vegetation.





Prince Turki bin Abdullah's  
Mosque



Idea No.

# 01 Iconic Architecture Artwork

The idea is to show the some of the most iconic Saudi architecture through simple illustrations that focuses on how a certain moment was represented physically and tells a compelling story. The artwork is presented in custom made frames picture or a high quality poster.

■ Developed Product

# SALWA PALACE 1766



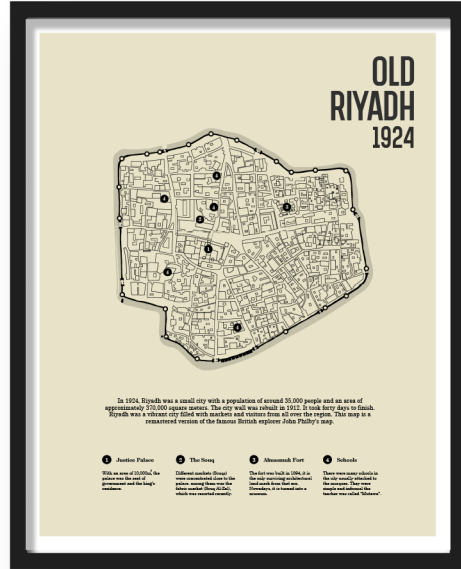
One of the few remains of the first Saudi state, Salwa Palace stands as a remarkable witness to the life and heritage of the city of Diriyah. The birthplace of the Kingdom. Built by Imam Muhammad Ibn Saud approximately around 1766. Qasr Salwa was the seat of government of the first Saudi state and the largest palace in Diriyah within an area of over 10,000m. The name most likely came from the word "Salwa" which means consolation, as the visitors, who are far away from home, feel consoled in this palace.



**Salwa Palace**  
Metal frame

# Iconic Architecture Atrwork

Like people, cities have memories too. Some are pleasant and some not. The memory of a city is preserved in many ways. The most visible way is through its architecture, and our cities have a rich architectural memory from cozy mud houses to spectacular skyscrapers. Walking though these cities, you'll encounter many fascinating buildings with interesting stories behind them.



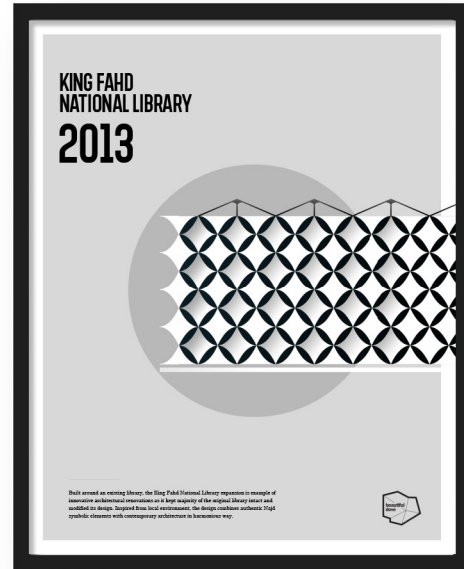
The Old City  
Metal frame



The Red Palce  
Metal frame



**Justice Palace**  
Metal frame



**The National Library**  
Metal frame



**The National Museum**  
Metal frame



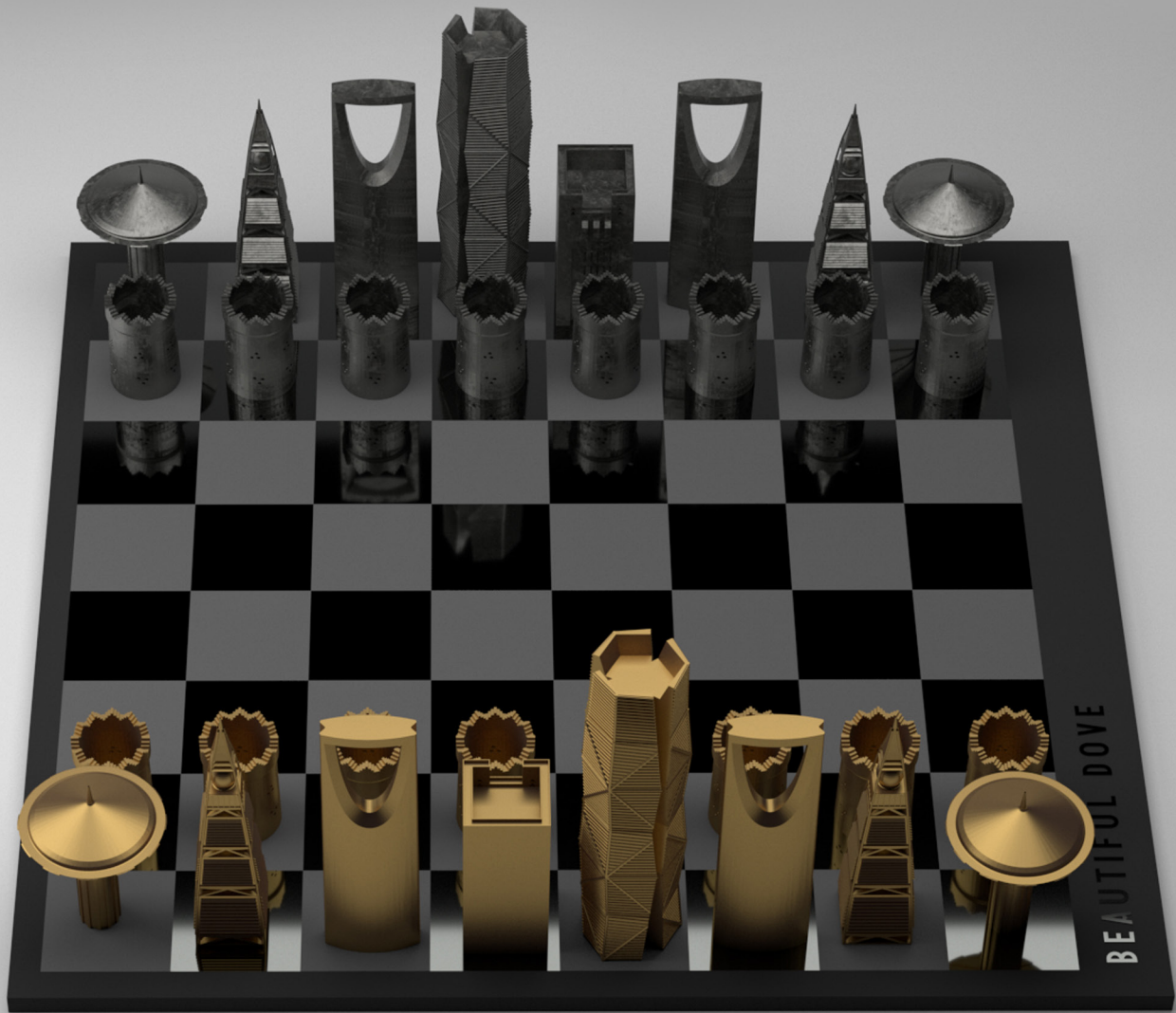
**Murabaa Palace**  
Metal frame

Idea No.

# 02 Luxury Riyadh Chess Set

The chess set has a long fascinating history. Through the ages it was played by kings and noblemen, it represents sophistication and a good understanding of strategy and life. Nowadays, the chess set is also used as a luxurious collection item. We design a chess set that uniquely represent Riyadh with elegance and depth.

▲ Developed Concept



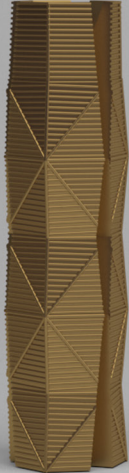
# Riyadh Chess Set

A chess set with the unique identity of Riyadh, displaying the history of the city through some of its icons.

# Riyadh Chess Set



**The Bishop**  
Kingdom Tower



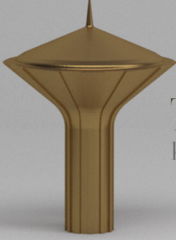
**The Minister**  
K.A.E.D Tower



**The King**  
Qasr AlHokom



**The Pawn**  
Kingdom Tower



**The Castle**  
K.A.E.D Tower



**The Kinght**  
Qasr AlHokom



The chess pieces represent the different eras of the history of Riyadh. Each piece corresponding with it moves represent a certain period of the city's history.



Idea No.

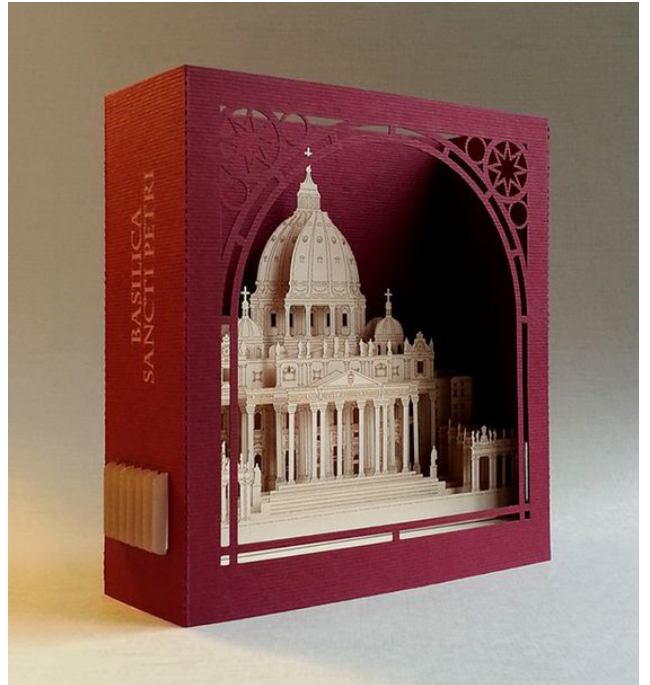
# 03 Architectural Figures

Miniature marvels of the most beloved landmarks, full of significance and fond memories. These skillfully made architectural scale models will make excellent luxury gifts for foreign dignitaries and influential decision makers alike.

● Similar Samples

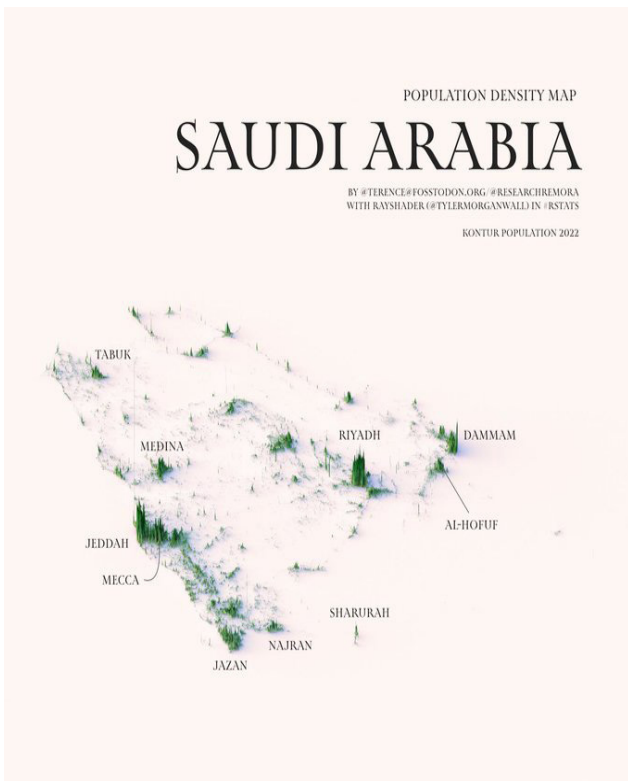


SAUDI GIFTS IDEAS





The artwork could represent different aspects of Saudi. For example, the art below that could be turned into a 3d figure of a map shows the density of Saudi Arabia.



Idea No.

# 04 Augmented Reality Art

An interactive and immersive way to show culture of Saudi Arabia. Augmented reality tourist guide initiates memorable visitor experience on tourist sites with augmented reality technology. Maps, historical and cultural content in different languages can be integrated to create real-time guide viewed through the phone. Allowing the visitors to receive captivating information while walking around and provide them with the personal virtual guide. Strike useful information when and where it's needed.

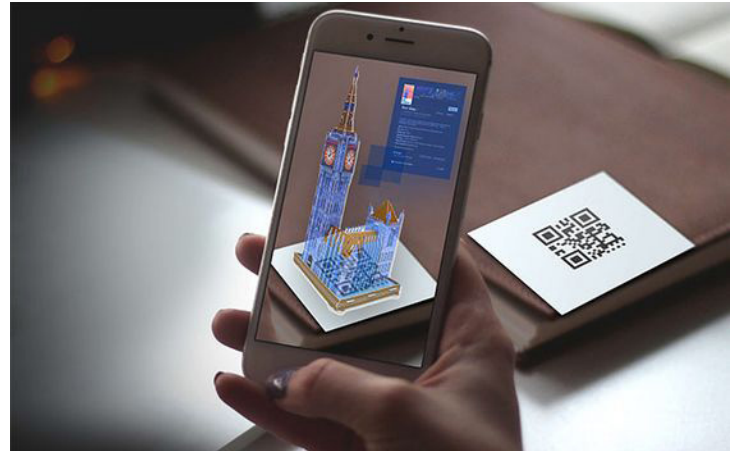
▲ Developed Concept



King Abdul Aziz National Library expansion is example of  
that majority of the original library intact and  
preservation, the design combines authentic Najd  
architecture in harmonious way.

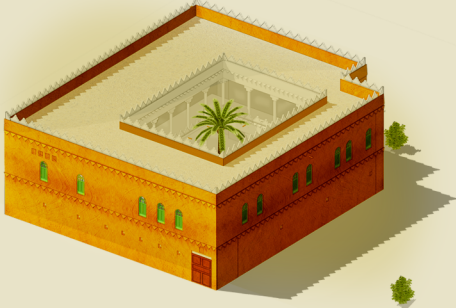
# A.R Artwork

Mixing art and augmented reality. We could use different ways to show artwork about Saudi Arabia in an impressive interactive fashion.





MURABAA  
PALACE  
1936



SALWA  
PALACE  
1766



QASR  
ALHOKOM  
1985







R. HELLREWE

Idea No.

# 05 Stories *from* Arabia

Poetry and stories are one of the corner stones of Saudi culture. Through centuries, many brilliant poets roamed the area telling their stories in a beautiful way that was memorized by the generations passed down to us. Presenting these stories in elegant way could be a great gift.

● Similar Samples



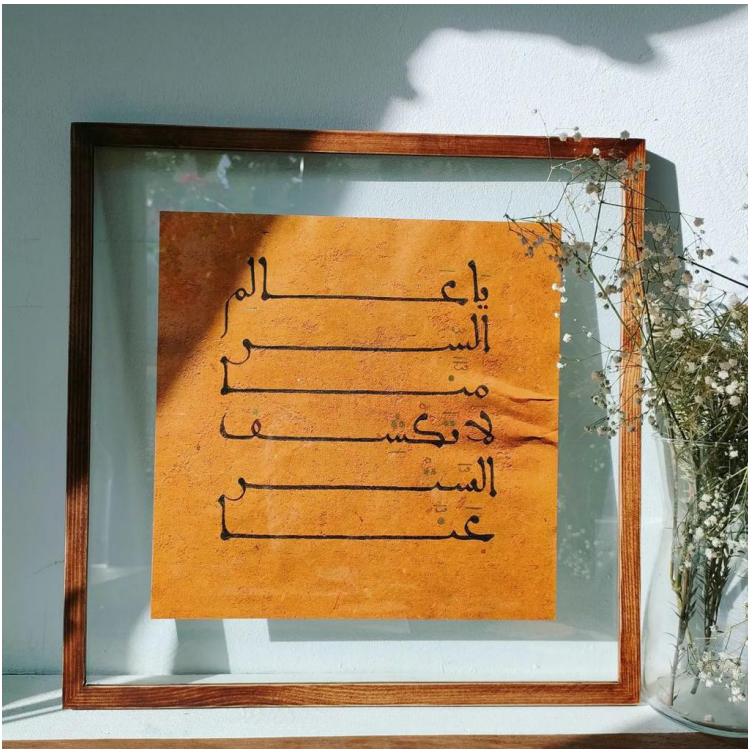
# Stories from Arabia

These stories will be presented in different ways to convey its beauty. Translated for international visitors who are interested in knowing more about the beautiful relationship between poems and Saudis.



امروء القيس  
قصائد الجاهلية  
المعلقات  
البسوس  
داحس والغبراء  
عنتره بن شداد  
قيس وليلى  
يوم ذي قار  
الفرزدق  
عبدالرحمن بن صفيان  
زهير بن ابي سلمى  
غازي القصيبي  
اذاعة بن طامي

▲ Some of the most famous events and poets of this region



Idea No.

# 06 Stories from Ancient Civilizations

Thousands of years ago, many civilizations lived in area. They left us many evidence of their way of life. Their language, art and some of their stories. With the new archaeological discoveries in the region, we are getting to know more and more about the ancient history of Saudi Arabia. These artifacts could be the inspiration for many gifts. Like the Rosetta stone and other historic pieces.

● Similar Samples





هبة التراث @MOCHeritage


"نقش زهير في ربيع". ثالث أقدم النقوش التي تؤرخ للفترة الإسلامية المبكرة، وشاهد منقول لحقبة تاريخية فائقة الأهمية.

#هبة\_التراث

Translated from Arabic by Google

"Zuhair's inscription in Rabigh"... the third oldest inscription dating from the early Islamic period, and a copied witness to a very important historical period.

#هبة\_التراث

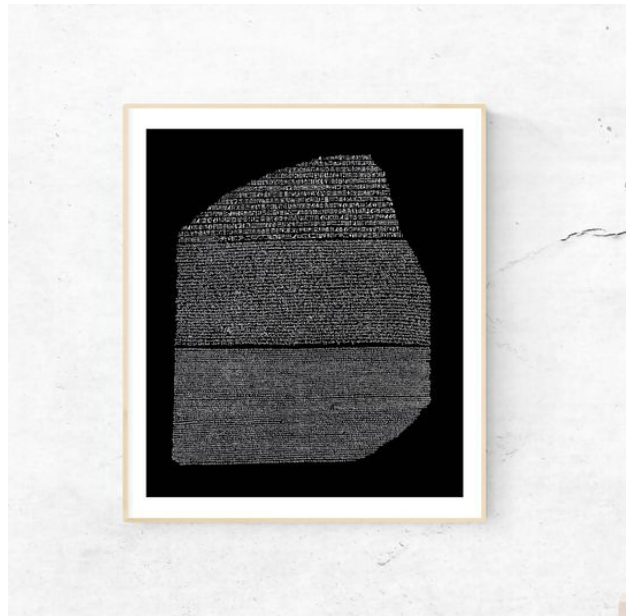
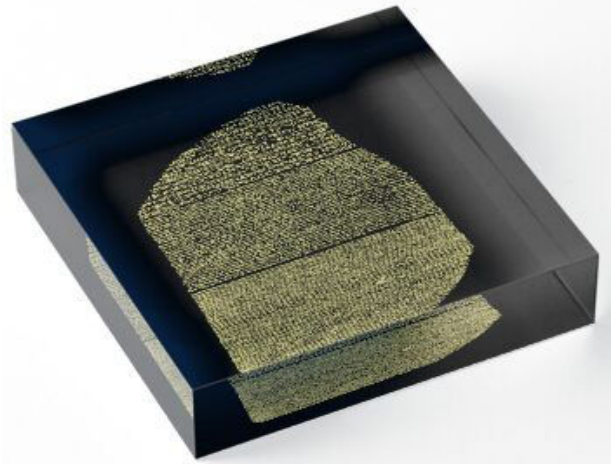


2:47 AM · Jun 10, 2022 · Twitter Web App



انا محمد احمد  
 لله و عليه وسلم  
 امير المؤمنين  
 ابو بكر وعمر  
 انا عبد الله  
 بن مسعود







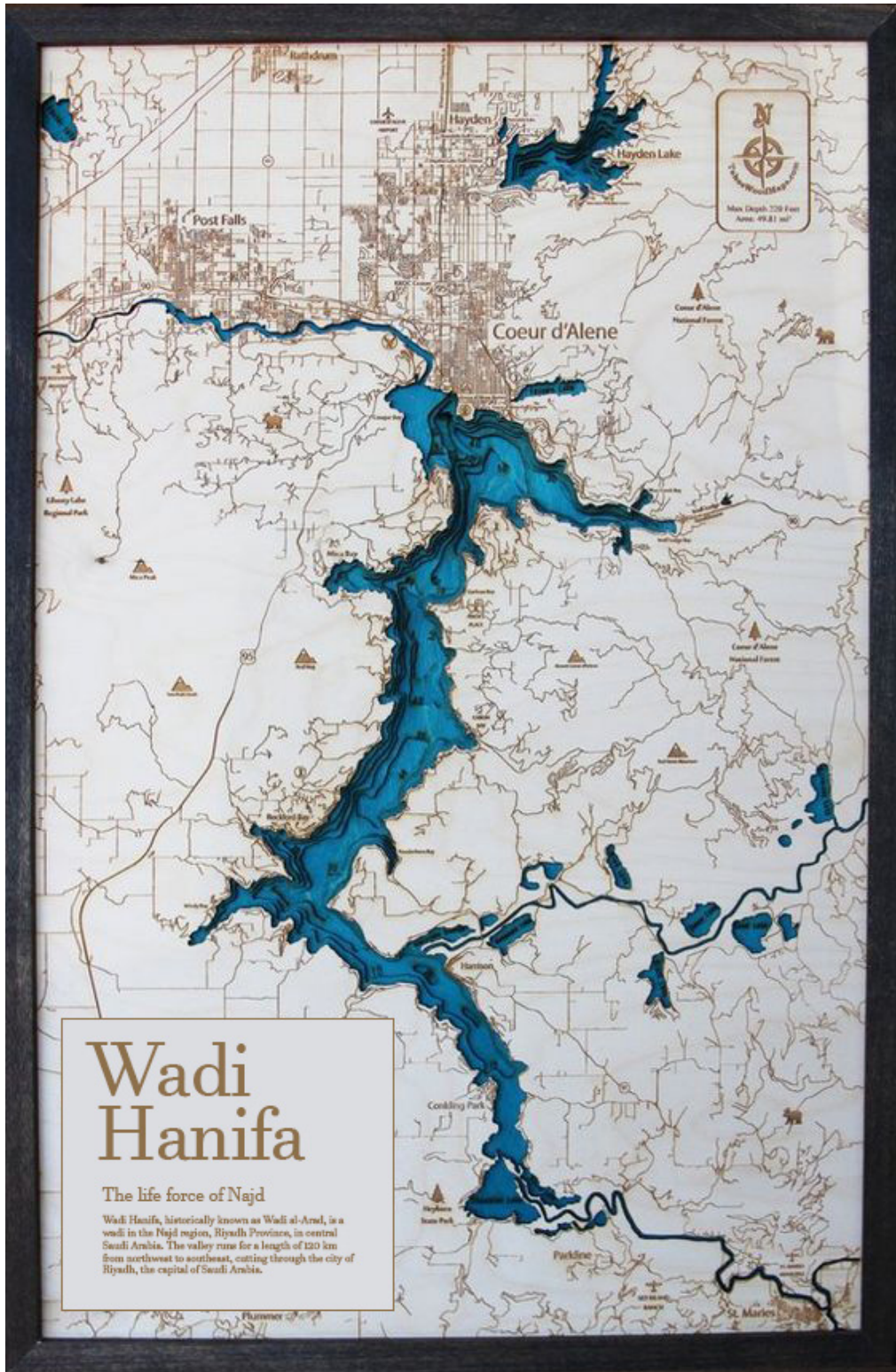


Idea No.

# 07 Frames of Saudi Nature

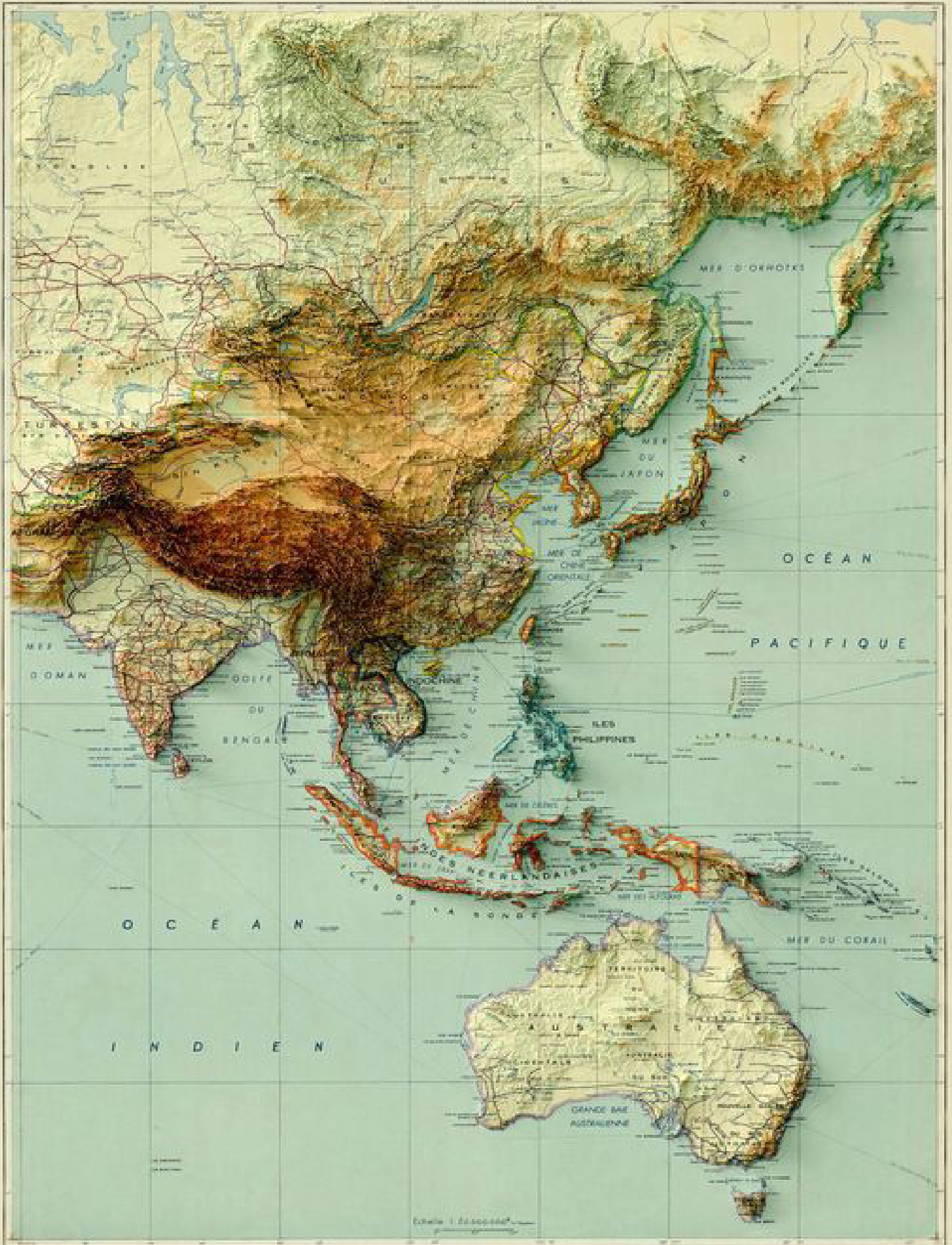
The diverse geography and natural landscape of Saudi Arabia is an inspiring source. Many artworks could be designed to represent it. Geographical artifacts from millions of years show an interesting history that shaped the area. The relationship between nature and people in Saudi Arabia is beautiful story that could be told in arts and gifts.

● Similar Samples

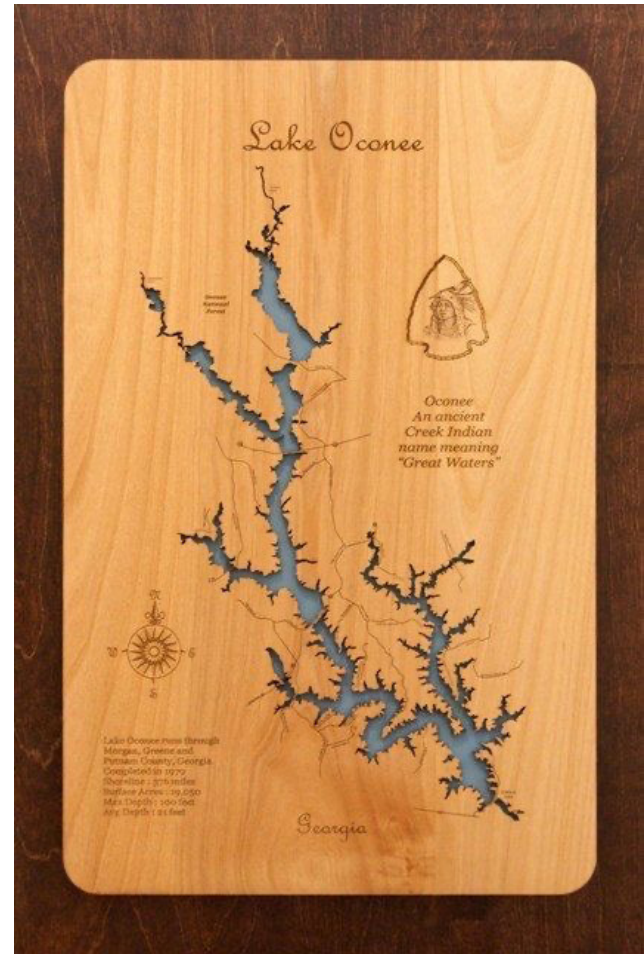


Salwa Palace  
 Metal frame

ASIA - AUSTRALIA







Idea No.

# 08 Flowers of Arabia

Each region of Saudi Arabia prides its self with unique roses and flowers with special scents. Presenting a collection from all over the country in a preserved and a beautiful packaging would make for a simple elegant collectable gifts.

▲ Developed Concept



## Desert Flower

Region : Jeddah

Desert Roses, or adanah in Arabic, are succulent shrubs with irregular shapes, native to northeastern Africa and Arabia. Their fleshy trunks may be buried half or entirely in the soil. They grow slowly to several metres in height with large caudexes.



## Tabuk Rose

Region : Tabuk

Desert Roses, or adanah in Arabic, are succulent shrubs with irregular shapes, native to northeastern Africa and Arabia. Their fleshy trunks may be buried half or entirely in the soil. They grow slowly to several metres in height with large caudexes.



## Taif Rose

Region : Taif

Desert Roses, or adanah in Arabic, are succulent shrubs with irregular shapes, native to northeastern Africa and Arabia. Their fleshy trunks may be buried half or entirely in the soil. They grow slowly to several metres in height with large caudexes.



## Weeping Bottlebrush

Region : Riyadh

Desert Roses, or adanah in Arabic, are succulent shrubs with irregular shapes, native to northeastern Africa and Arabia. Their fleshy trunks may be buried half or entirely in the soil. They grow slowly to several metres in height with large caudexes.

# Flowers of Arabia

Providing information about each rose and how its maintained would make it useful for people that wish to grow them.



## Qassim Rose

Region : Qassim

Desert Roses, or adanah in Arabic, are succulent shrubs with irregular shapes, native to northeastern Africa and Arabia. Their fleshy trunks may be buried half or entirely in the soil. They grow slowly to several metres in height with large caudexes.

Idea No.

# 09 Horses *and* Camels

The love for horses and camels and Saudi Arabia goes back to ancient times. One of the first civilizations to begin using horses and camels in history was in the region. Many poems and arts revolved around them. Many gifting ideas could be explored out this unique relationship.



DROMEDAR - *Camelus dromedarius* LINNÉ.



**beautiful  
dove**

CULTURE ILLUSTRATED

INSTAGRAM: DOVE\_1924